With Wit[illegible] 9/29/81

(1) Can't assist market w/ [illegible] from B&W
(2) "full support" for full position concept for "[illegible]" (need view to be taken).
(3) L&M missed mark ("FTC method [illegible] but don't change it").
(4) B&W modified [illegible] to test cigarettes. (RJR [illegible])
(5) Test [illegible] degree of effect by blacks, O & Hs.
(6) B&W's [illegible] approach (best studies, most [illegible]).
(7) Members, Lorillard support.
(8) B&W [illegible]
(9) [illegible] "drive" by Blacks.
(10) VA+ [illegible] (2 vs. 3.5 [illegible] blacks).

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Source: https://www.industrydocuments.ucsf.edu/docs/lldb0003